

Utah 2001 Overnight Leisure Visitor Profile Summary

AGE		TRANSPORTATION		PURPOSE OF STAY		ACTIVITIES		SATISFACTION	
Average (years)	41.7	Motor Vehicle	76%	Overnight Leisure	100%	General Spending (Net)	37%	Average	7.9
18-34 Years	35%	Air	16%	Visit Friends/Relatives	30%	Dining	26%	8-10 Excellent	71%
35-49 Years	48%	Other	8%	General Vacation	26%	Shopping	21%	4-7 Fair/Good	24%
55+ Years	17%			Getaway Weekend	17%	Entertainment	17%	1-3 Poor	6%
		ACCOMMODATIONS		ORIGIN MARKETS		Nature (Net)		VALUE	
LIFESTAGE		Hotel	41%	<u>States</u>		National/State Parks	21%	Average	7.7
18-34/No Children	13%	Private Home	37%	Utah	36%	Camping	11%	8-10 Excellent	67%
18-34/Children	23%	Paid non/Hotel	16%	California	17%	Beach/Waterfront	6%	4-7 Fair/Good	28%
35-54/No Children	11%	Other	6%	Idaho	8%	Eco-Travel	6%	1-3 Poor	5%
35-54/Children/<\$50K	9%			Nevada	7%	Outdoor Sports (Net)		EXPENDITURES	
35-54/Children/\$50K+	27%	RESERVATION TYPE		Colorado	5%	Hike/Bike	14%	Average (per person per day)	\$75
55+/No Children/<\$50K	7%	No Reservation	47%	Texas	3%	Hunt/Fish	7%	Transportation	31%
55+/No Children/\$50K+	9%	Reservation	53%	Wyoming	2%	Golf	6%	Food	20%
		Direct to Location	19%	Washington	2%	Adventure Sports	5%	Room	14%
HOUSEHOLD INCOME		Toll-Free Number	13%	Arizona	2%	Snow Ski	5%	Shopping	18%
Average AHH Income	\$57,600	Other	11%	New Mexico	2%	Boat/Sail	4%	Entertainment	12%
<\$25,000	14%	Computer/Internet	9%			Sightseeing (Net)		Other	5%
\$25K-\$49,999	32%	Travel Agent	2%	<u>DMA's</u>		Sightseeing	27%	LENGTH OF STAY	
\$50K-\$74,999	29%			Salt Lake City	40%	Group Tour	2%	Average	3.1 Nights
\$75,000+	25%	SEASON OF TRAVEL		Los Angeles	9%	Culture (Net)	18%	1-3 Nights	71%
		Spring (Mar-May)	20%	Las Vegas	4%	Historic Site	9%	4-7 Nights	24%
OCCUPATION		Summer (Jun-Aug)	39%	Denver	4%	Museum/Art Exhibit	5%	8+ Nights	5%
Manager, Prof.	39%	Autumn (Sep-Nov)	18%	Idaho Falls/Pocatello	4%	Festival/Craft Fair	5%	ONE-WAY DISTANCE	
Tech., Sales, Admin.	19%	Winter (Dec-Feb)	23%	San Francisco Bay Area	3%	Concert/Play/Dance	4%	Average Distance	552 Miles
Service	3%			Twin Falls	2%	Attractions (Net)	11%	1-250 Miles	32%
Other	5%	PARTY COMPOSITION		Sacramento	2%	Theme Park	4%	251-500 Miles	29%
Retired	8%	Avg. Party Size	3.4 Pers.	Phoenix	2%	Sporting Event	4%	501-750 Miles	15%
Not Employed	26%	One Adult	15%	Albuquerque	2%	Gamble	2%	750+ Miles	23%
		MM/FF	3%			Shows	1%		
EDUCATION		3+ Adults	9%			Night Life	1%		
No College	18%	Couples	31%						
Attended College	30%	Families	43%						
College Grad.	52%								
Post-Grad. Degree	24%								